



Back to Order: How to Preserve Future Brand Purchase Intentions When Things Go Wrong?

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Back to Order: How to Preserve Future Brand Purchase Intentions When Things Go Wrong?

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Think of a time when you couldn't accomplish something for reasons that escaped your control... Did you automatically blame the brand that was involved?...

Correlational study

Method

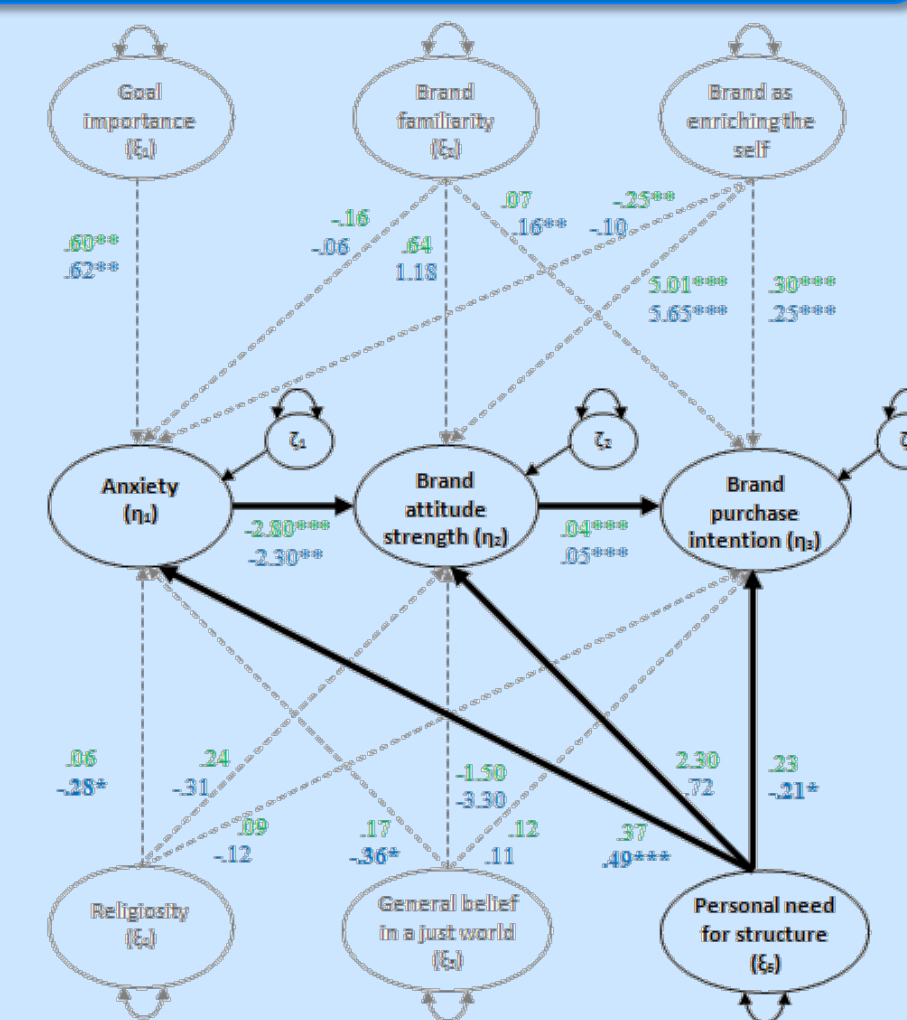
Sample: N = 426 online participants
Design: two-condition (goal attainment vs. goal failure) between-subjects, based on a memory task

Pilot testing (N = 77): Goal failure (vs. goal attainment) lowers

- Personal control ($p < .01$)
- Consumers' perception of the brand's assets: enabling-the-self and enticing-the-self ($ps < .01$)

Multi-sample CFA

Models	Comparative model	χ^2	df	$\Delta\chi^2$	Δdf	Statistical significance	CFI	RMSEA 90% CI
Configural model-1	-	1065.7	630	-	-	-	.920	.040
Measurement model-2	2 vs. 1	1087.1	649	21.41	19	$p = .34$.920	.036; .045
Structural model-3	3 vs. 1	1147.2	685	81.53	55	$p = .01$.915	.040
Measurement residual model-4	4 vs. 1	1292.2	721	136.49	91	$p = .002$.912	.036; .044



$\chi^2(636) = 1071.73$, Comparative fit index (CFI) = .92, RMSEA = .040 (.036; .044)
Green: Goal attainment condition (N = 217), Blue: Goal failure condition (N = 209)
* $p < .05$, ** $p < .01$, *** $p < .001$

Figure 1: Structural model

Experimental study B

Method

Sample: N = 102 online participants who performed the task on a computer
Design: 2 (Goal failure: goal attainment vs. goal failure) x 2 (Cue of orderliness: exposure vs. neutral) between-subjects, based on real settings: an intelligence test

Manipulation of goal failure: same as Exp. A
Manipulation of cue of orderliness: One sentence included as one of the questions of the test (based on Kay et al. 2014, study 1)

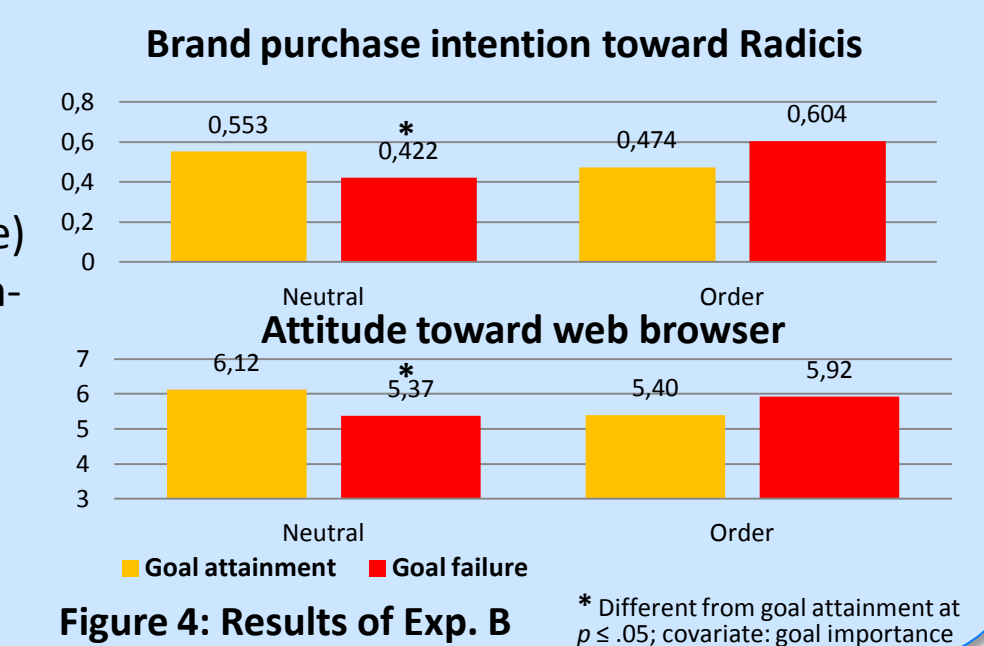


Figure 4: Results of Exp. B

Conclusion and next step

- Yes! Exposing consumers to the notion of order prior to goal failure prevents them from blaming the brand.
- Next step: Differentiating controllability when locus is firm-related: volitional vs. constrained

References

- Folkes, V. S. (1984). Consumer reactions to product failure: An attributional approach. *Journal of Consumer Research*, 10(4), 398-409.
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- Kay, A. C., Laurin, K., Fitzsimons, G. M., & Landau, M. J. (2014). A functional basis for structure-seeking: Exposure to structure promotes willingness to engage in motivated action. *Journal of Experimental Psychology: General*, 143(2), 486-491.

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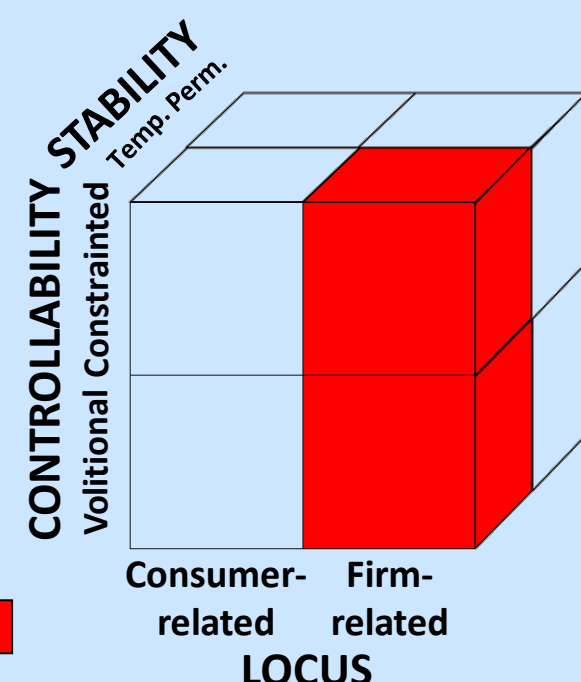


Attribution theory meets compensatory control

Attribution theory: People are rational information processors whose actions are influenced by their causal inferences (Folkes 1984)

Causal dimensions of attribution in goal failure:

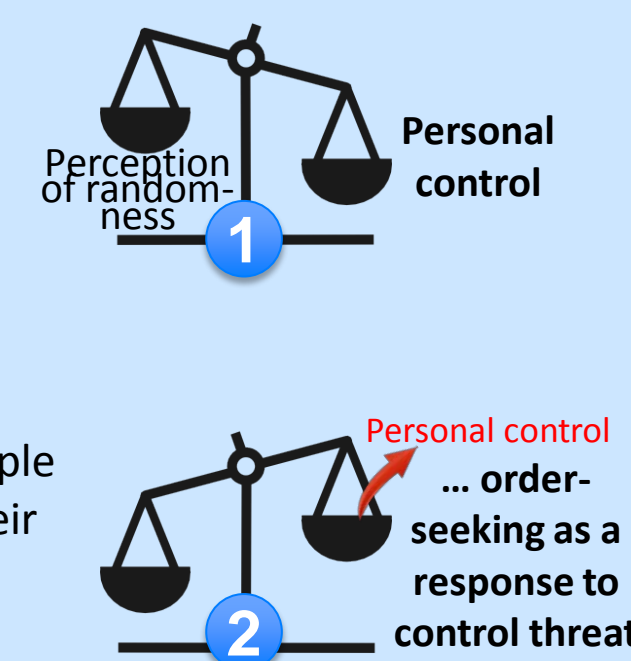
Field of inquiry of this research:



Compensatory control model: (Kay et al. 2008)

1 People have a basic need to perceive the world as orderly

2 When personal control is threatened, people seek order in their environment to satisfy this need



Research question: Does “forcing” order into the consumers’ environment prevent them from blaming the brand(s) involved in goal failure?

Experimental study A

Method

Sample: N = 113 online participants who performed the task on a computer
Design: two-condition (goal attainment vs. goal failure) between-subjects, based on real settings: an intelligence test

Results

Manipulation check (2 items on a 7-point scale):
 $M_{\text{goal attainment}} = 5.56$ vs. $M_{\text{goal failure}} = 2.59$, $t(111) = 9.84$, $p < .001$; No effect on positive or negative mood ($ps > .10$)

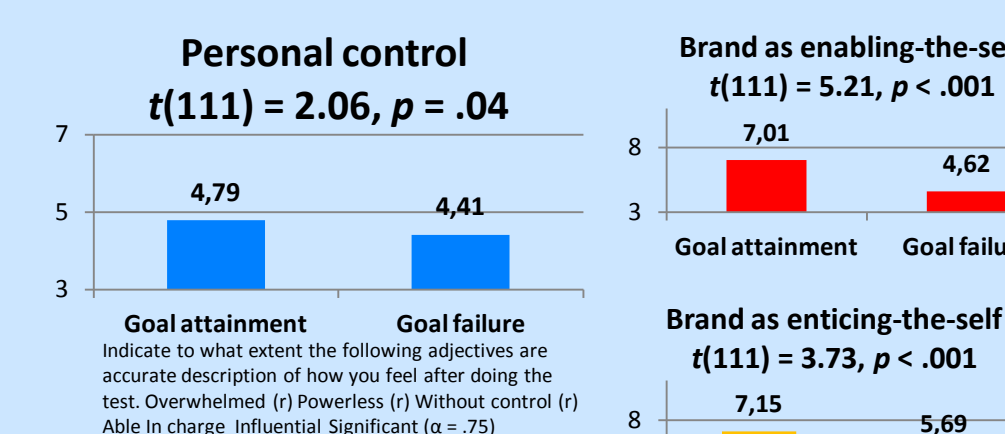


Figure 3: Results of Exp. A

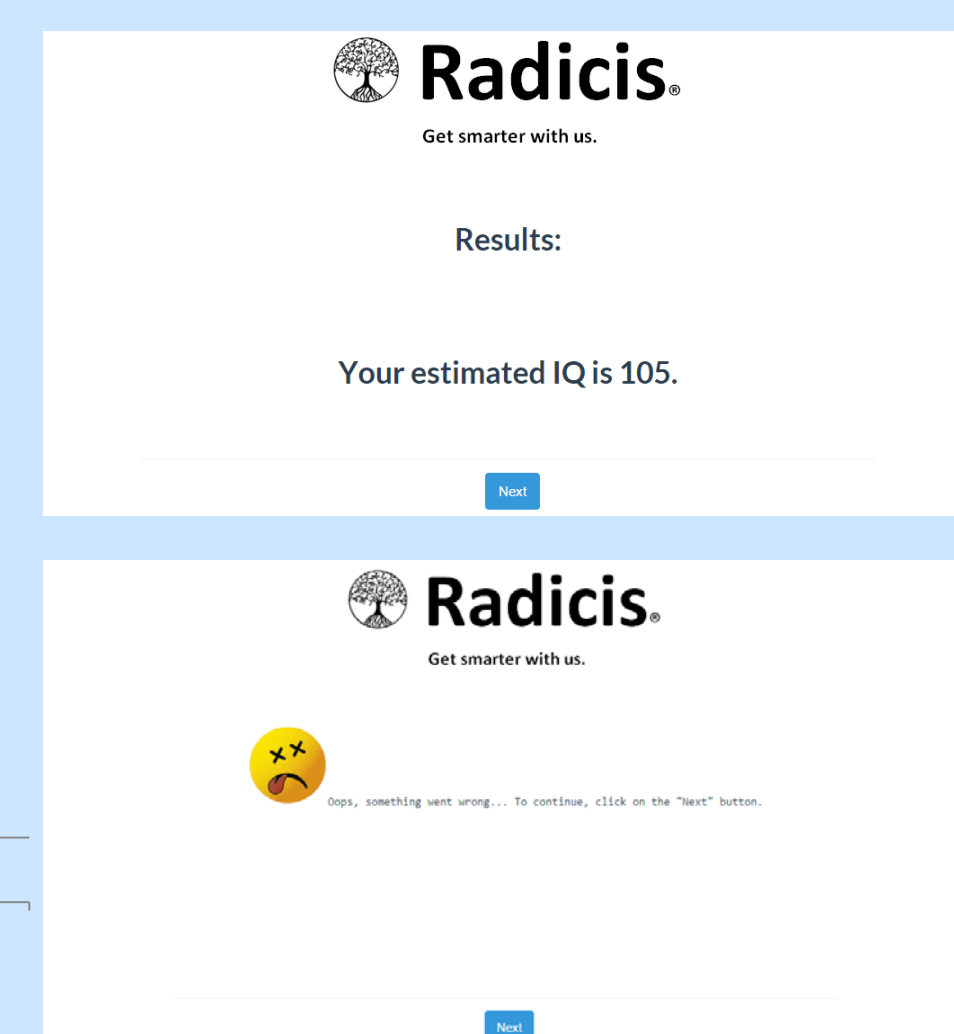


Figure 2: Above: announcement for goal attainment (i.e., measuring one's intelligence); below: announcement for goal failure